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How Global Companies are Gaining Strategic Advantage by Applying Advanced Technology to Corporate Transaction Taxes

Join us for a morning seminar at the Westin followed by a
Cubs vs Cincinnati Game at Chicago's Wrigley Field!

Thursday, April 23, 2009

Seminar: **Westin, 909 N Michigan Ave.**

Time: **8:30 am - 12:45 pm**

Lunch & Game: **Wrigley Field, Batter's Eye Suite**

Time: **1:20 pm**

Register:
www.regonline.com/adpchicago

This **FREE informational seminar** is ideally suited for finance, business, and IT executives responsible for corporate transaction taxes. It features guest speakers from:

- ▶ **ADP**, a leader in outsourced business solutions including sales and use tax automation, tax credits, and economic incentives;
- ▶ **DuCharme, McMillen & Associates (DMA)**, a best-in-class provider of corporate tax solutions;
- ▶ **Pitney Bowes Business Insight**, a company providing the data, documents, and decisions that drive business;
- ▶ **Johns Manville**, a Denver-based company with annual sales of over \$2 billion and a leading manufacturer and marketer of premium-quality building and specialty products.

Featured Speakers



Charles Collins

Vice President of Government Affairs, ADP

In this session, Charles will talk about the pressing challenges of tax compliance in today's environment. He will discuss how businesses can turn transaction tax calculation and compliance from a potential liability into a business advantage. Charles will look at some of the reasons why companies change their transaction tax systems - from dramatic growth and entrance into new markets to mergers and acquisitions or changes in their ERP systems. He'll talk about the opportunities that present themselves at that time:

- Consolidating multiple tax systems
- Utilizing certified tax systems and content
- Adding international capabilities
- Taking advantage of more modern technologies
- Reducing liability and minimizing audit risk

You'll leave this session with a much clearer understanding of how critical a role corporate transaction taxes play in the larger organization. Additionally, you'll be better prepared to build the case for a modern transaction tax solution to senior management.



Jonathan Kraft

Manager of Benchmarking Services

Eric Hanshew

Director Partner Relations and Strategic Development, DuCharme, McMillen & Associates (DMA)

Continued increase in the complexity of Sales and Use Tax regulations has placed significant demands on effective tax administration. Discussion will center on the findings from extensive Sales and Use Tax benchmark studies and several examples of how participants in the studies created positive change to improve their Sales and Use Tax process. Specifically, the session will cover performance attributes and best practices of

(continued on next page)

Agenda

8:30-9:00am	Breakfast & Registration
9:00-9:40am	Charles Collins, ADP "Addressing the Challenge of Tax Compliance"
9:40-10:20am	Jonathan Kraft and Eric Hanshew, DuCharme, McMillen & Associates "Identification and Adoption of Best Practices in the Sales and Use Tax Process"
10:20-10:50am	Michael A. Smith, ADP "Surviving a Down Economy: How Business Incentives Can Help"
10:50-11:05am	Break
11:05-11:45am	Bob Meador, Pitney Bowes Business Insight "Getting it Right the First Time: Fine-Tuning a Transaction Tax System"
11:45-12:25pm	Michael Campbell, Johns Manville "How Johns Manville Improved Use Tax Decisions Through Automation"
12:25-12:45pm	Q & A • One-on-One Time with Speakers and Partners
12:45pm	Depart for Wrigley Field via Motorcoach or Train
1:20pm	Networking Lunch & Game at Wrigley Field, Batter's Eye Hospitality Suite



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"Best-in-Class" Corporate Tax Compliance Organizations; how these "Best-in-Class" organizations balance efficiency (cost and productivity) and effectiveness (quality and error rates); and the leverage, productivity, and potential cost savings that technology can provide to the Sales and Use Tax process.



Michael A. Smith
Senior Director, Tax Credit Services, ADP

Michael Smith manages the client service teams responsible for delivering professional services related to a variety of state tax credits and incentives programs.

Prior to his current role, Michael was a national specialist and director in negotiating economic development incentives and related tax abatements. Michael has more than 12 years in the Big 4 public accounting environment working in several related areas of state and local taxation specifically including state tax planning, credits and incentives and state restructuring for purposes of tax minimization.



Bob Meador
Director of GeoTAX Product Management, Pitney Bowes Business Insight

Many of today's transaction systems still rely on Zip Code or Zip Plus Four technology. While this may be fine for routing surface mail, it leaves a lot to be desired when it comes to correctly assigning tax jurisdictions. This session will focus on more modern, GPS-based technology that can add pinpoint accuracy to today's transaction tax systems. Attendees will learn how the application of this technology can improve accuracy by 10%, 20% or even 30% – accuracy that translates into appreciable savings in taxes.



Michael Campbell
Tax Manager, Johns Manville

During this presentation, you will hear about the implementation of the Taxware Enterprise transaction tax system with the SAP ERP system at Johns Manville's world headquarters in Denver, Colorado.

Taxware Enterprise is being implemented to make complex use tax decisions, and is linked directly to the SAP Payables and SRM module. You will hear a first-hand account of how the tax system is being implemented; how Johns Manville moved from test to actual production; learn about the intricacies of simultaneously connecting a transaction tax system with an ERP system, from a tax point of view; and have the opportunity to pose questions to Johns Manville's guest speaker.

CPE Information

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For More Information:
1-781-557-2684 **▲ www.adp.com**

Wrigley Field

Wrigley Field is the second-oldest ballpark in the majors behind Boston's Fenway Park (1912).

The score-by-innings and the pitchers' numbers are changed by hand ... the numbers signaling batter, ball, strike and out, along with "H" and "E" to signify hit and error, are eyelets. No batted ball has ever hit the centerfield scoreboard ... two baseballs barely missed - a homer hit onto Sheffield Avenue (right-center) by Bill Nicholson in 1948, and one hit by Roberto Clemente onto Waveland Avenue (left-center) in 1959.

One of the traditions of Wrigley Field is the flying of a flag bearing a "W" or an "L" atop the scoreboard after a game ... a white flag with a blue "W" indicates a victory; a blue flag with a white "L" denotes a loss.

Directions and Parking

Westin Michigan Ave.

909 N Michigan Avenue
Chicago, Illinois 60611
312-943-7200

On-site Parking

On-site Parking \$49 daily

Plan your trip with RTA

<http://tripsweb.rtachicago.com>

EL Train

<http://www.transitchicago.com>

Take the Red Line at Chicago (approximately 3 blocks from the hotel)

Metra

www.metrarail.com

Get off at either the Union Station or the Ogilvie stop. It is an \$8 cab ride to the hotel or approximately 25 minute walk.

Hotel to Wrigley Field

We will provide transportation via motorcoach, or you may take the train. The motorcoach will return to the hotel at the end of the game.

Driving Directions to Hotel

From North

- Take Interstate 94 South and exit at Ohio Street
- Travel east on Ohio for approximately 9 blocks
- Turn left onto Michigan Ave.
- Travel north approximately 9 blocks
- Turn right onto Delaware and continue to hotel entrance

From West

- Take Interstate 55 East to I-90/94 North
- Exit at Ohio Street
- Travel east on Ohio for approximately 9 blocks
- Turn left onto Michigan Ave.
- Travel north approximately 9 blocks
- Turn right onto Delaware and continue to hotel entrance

From O'Hare International Airport

- Take Interstate 90 East which turns into JFK Expressway (I-90/94)
- Take Ohio Street exit and travel east on Ohio for approximately 9 blocks
- Turn left onto Michigan Ave.
- Travel north approximately 9 blocks
- Turn right onto Delaware and continue to hotel entrance

From South

- Take I-94 North and exit at Ohio Street
- Travel east on Ohio for approximately 9 blocks
- Turn left onto Michigan Ave.
- Travel north approximately 9 blocks
- Turn right onto Delaware and continue to hotel entrance